

The Impact of Travellers' Motivation on Visit Intention: Applied on Ecolodges



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Abstract: Ecolodges represent a growing segment of sustainable hospitality, yet the motivational drivers that shape travellers' intention to visit them remain insufficiently understood. This study examines how push (internal) and pull (external) dimensions of travellers' motivation independently influence visit intention toward ecolodges, drawing on the push-pull motivation theory and the theory of planned behavior.

A mixed-methods design was employed. Qualitative data were gathered through semi-structured in-depth interviews with four experts from Environmental Quality International (EQI), a group of eco-friendly hotels in Egypt, as well as 38 potential travellers. Quantitative data were collected via online and offline self-administered questionnaires distributed through QR codes, yielding a sample of 228 respondents. Data were analysed using SPSS for descriptive statistics and SmartPLS 3 for structural equation modelling.

Travellers' motivation significantly influences ecolodge visit intention. Importantly, push and pull motivation emerged as distinct constructs with independent effects on visit intention, rather than operating as a unified motivational force. Both dimensions were found to be significant predictors of the intention to visit ecolodges, advancing prior literature that has treated push and pull factors as a consolidated motivational construct.

This study provides empirical evidence that push and pull motivations represent separate pathways influencing ecolodge visitation decisions. The findings deepen scholarly understanding of ecotourism consumer behaviour and offer actionable insights for sustainable hospitality practitioners seeking to develop targeted marketing strategies aligned with travellers' distinct internal and external motivational drivers.

Keywords: travellers' motivation; visit intention; ecolodges; push motivation; pull motivation.

JEL Classification: L83; M31; Q56.

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Introduction

Tourism is one of the most important businesses that the whole world is taking it seriously since 1973 in developing and planning sustainable tourism by putting into consideration the overall safeguarding the welfare of local communities (Mathieson & Wall, 1982, Su *et al.*, 2020; Nguyen *et al.*, 2021; Streimikiene *et al.*, 2021; Ramaano, 2026). As a result, it has grown significantly in the tourism sector over time, with its main goals to raise travellers' awareness about protecting natural elements as well as being environmentally consciousness (Grosbois & Fennell, 2020; Shasha *et al.* 2020).

Ecolodges are considered part of sustainable tourism that are quite different than regular accommodations as ecolodges allow guests to connect with the natural world. Ecolodge is a natural based room designed with fully environmentally manner that is relying on natural energy flows, eliminating wastes and balancing the human needs and natural capacity (Mehta, 2007; Whitburn *et al.* 2020; Ahmed & Hassan, 2020; Taher *et al.*, 2026).

These types of accommodations are being promoted in different countries so that to be a unique experience for tourists to go through, yet it needs more awareness, thus, there are theories used to predict travellers' visiting behavior such as the theory of planned behavior and theory of motivation to track travellers' motives and visiting intention (Yarimoglu & Gunay, 2020; Wang *et al.* 2022).

The importance of this paper is to understand the motivation factors which are internal and external factors (push and pull motivation) that have significant impact on travellers' behavior (Yarimoglu & Gunay, 2020; Jameel *et al.*, 2025), so that to be able to increase the intention to experiment the ecolodges and be aware to the importance of the ecotourism since environment sustainability is related to: goal 6 which is related to clean water and sanitation, goal 7 that is related to affordability and cleanliness of the energy, goal 12 that is discussing the sustainability of consumption and production, goal 13 which is taking urgent actions reduce climate changes, goal 14 that is sustainably using the marine resources for sustainable development, and finally goal 15 that is stating the importance of the life of the land which is using, protecting and promoting for sustainable ecosystem, all the above goals are included in the United Nations Sustainable development goals (SDG's) 2030 that are seeking green and blue economy (Arora & Mishra, 2019; Velepini, 2025).

The research aim is to discuss the dimensions that measure the travellers' motivation which are push and pull motivation and how they are affecting the visiting intention supported by the theory of motivation and the theory of planned behavior.

This study seeks to answer the following research question:

Q1. Does travellers' motivation affect visit intention?

Q1 (a) Does push motivation affect visit intention?

Q1 (b) Does pull motivation affect visit intention?

By exploring these questions, the research aims to contribute to a deeper understanding of contemporary travellers' motivation and their visiting intentions, offering insights for both eco-friendly hotels which called ecolodges and traditional hotels in the accommodation industry.

1. Literature Review

1.1 Travellers' Motivation

Motivation is usually explained as force originating from a need not yet satisfied, this motivation is a major factor of traveller's behaviour and the motivation will be satisfied by visiting and experiencing an attractive destination (Dean & Suhartanto, 2019; Junaedi & Harjanto, 2020).

It is essential in businesses to identify these factors and understand them well in order to design a good marketing strategy that is suitable for the needs and wants of the traveler, also studying these factors help in identifying the traveler decision making process as this will provide a tailor-made service for the tourist (Biswas & Gofur, 2025; Osei, 2022).

Several authors agreed that travellers' motivation is a crucial factor in the decision-making process, and it is answering the question "why do people travel" (Santoso, 2019; Pektas, 2022; Mihai *et al.*, 2023). By answering and understanding why do people travel and visit certain place, it will be beneficial to better understand their choices and behavior hence it will result is increasing the travellers' enjoyment and improving destination attractiveness, therefore, a lot of theories had been emerged to study the tourist behavior and understand their travel motivation in order to give them what they really desire, these factors are categorized by internal (push) and external (pull) forces that influence the traveler behavior and decision (Dann, 1977; Crompton, 1979; Baniya & Paudel, 2016; Junaedi & Harjanto, 2020; He & Luo, 2020; Jalali *et al.*, 2026).

Dean & Suhartanto (2019); Luvsandavaajav & Narantuya (2021) stated that the motivation is explained by Maslow's theory of need which is consist of five basic needs; Physiological, safety, love and belonging, self-esteem and self-actualization which is also the difference between the psychological and biological desire, need and want of human being and existing situations.

There are wide range of theories that discussed the tourism motivation such as Maslow's hierarchy of needs, Adam's equity theory of motivation, McClelland's achievement motivation theory and more theories but the push-pull motivation theory is the widely used theory to study the travellers' motivation towards destination (Wong *et al.*, 2018; Dean & Suhartanto, 2019; He & Luo, 2020; Rosli *et al.*, 2022).

1.2 Push Motivation

Push motivation factors are related to cognitive process and socio-psychological motivations that drive people to travel (Dann, 1977; Wen & Huang, 2019; Jalali *et al.*, 2026). This internal motivation is viewed as being influenced by intrinsic needs will be satisfied there so the travellers' act on their psychological and physiological stimuli to reach a specified goal such as relaxation and refreshment from the stress of the work and life, escape from the daily basis routine that leads to boredom, knowledge of new places and culture, self-prestige, excitement to a new experience as well as discovery and adventure (Dean & Suhartanto, 2019; Arissaputra & Sentika, 2022).

Novelty is considered one of the most paramount dimensions of motivation that is defined as intrinsic feeling of a new experience in new place with different culture and lifestyles (Lue *et al.*, 2018). Refreshment and relaxation are another dimension that are basic factors of travelling as they are essential to refresh and have break from everyday routine, work and stress as people travel and move away from any boredom and people could reevaluate their life again (Lue *et al.*, 2018).

Moreover, people would have the motive to travel to escape from the feeling of depressed and need to depart from their environment. It is also defined as getting away and leaving unpleasant, frustration situation or even just escape and having quality time with yourself away from people, hence, researchers agreed that escape is a dimension to measure the travellers' motivation (Lue *et al.*, 2018). Finally, the anomie which each means when travellers travel for having freedom from social norms and find a meaning to their life away from the social pressure (Aytaç *et al.*, 2024; Crompton, 2025).

Enjoyment: Enjoyment is a word defined as experience that is perceiving enjoyment from the beneficial aspect, as it is not just an experience it is how the person enjoys the experience and do something pleasurable. Thus, researchers agreed that enjoyment is considered one of the dimensions of the travellers' internal motivation measurement (Luo *et al.*, 2020).

Escape: Escape is another important dimension for the travellers' motivation measurement that is defined as when people feel depressed from their daily life that is surrounded by different problems, it is when people feel they need to get away from their job, appointments, social meeting, the daily problem since travelling is always a perfect choice for freedom and enjoying (Luo *et al.*, 2020).

Anomie: Anomie is associated with Emile Durkheim's work in sociology; anomie is referred to lack of commitment to shared values, standards and rules needed to control behaviour. As it has connection between the customer motivation and visit intention; it involves breakdown of social order. Anomie is connected to push motivation because they lead to lack of clear social norms which have a huge impact on individual motivation to travel as travellers experiencing anomie may seek travel as a way to escape or find a meaning to their life which is typically considered a strong push motivation (Aytaç *et al.*, 2024; Karwacki *et al.*, 2025).

Relaxation: Relaxation is another paramount need and motivation for travelling as it is considered basic dimension to measure the travellers' motivation. Researchers agreed that relaxation is temporary break from daily activities, it is simply doing interesting activities and finding calmness and tranquillity during the trip as it involves seeking activities that promote resting, stress reduction and a sense of calmness as it is always focus attention on slowing down and disconnecting from daily routine (Said & Maryono, 2018).

Novelty: Novelty is discussed over the researchers as a significant dimension and measurement of internal motivation. This word is describing a psychological feeling and wanting to try a new thing. Researchers confirmed that travellers usually choose destinations with different cultures to explore new things (Luo *et al.*, 2020).

Adventure: It is a socio-cultural motive to looking for new things and curiosity including seeing different cultures as it gives attraction to discover new culture views. As adventure is the act of embarking a journey that involves exploring novelty and excitement and it involves getting out of our comfort zone and engaging with risky physical activities and physical challenges as travelling lies in seeking unique and memorable experiences and create lasting memories (Said & Maryono, 2018; Arcila Perdomo *et al.*, 2026).

1.3 Pull Motivation

On the other hand, pull motivation is the opposite of push motivation since pull motivation factors are extrinsic and situational motivations. Tourism practitioners pay attention to pull factors as a crucial aspect for visitors such as destination attractiveness whether the landscape appeal and the nature or the hospitality of the place and feeling welcomed, historical places, beaches, different cultures, safety, ease of travel, service performance and it also could be the budget of the place (Luvsandavaajav & Narantuya, 2021).

It is challenging to allocate incentive power to "pull" variables because these characteristics are frequently converted into push-based, sociopsychological motives. As a result, various people may associate a particular

quality or behaviours with a variety of motivations; for some, these elements may operate as push factors and for others, as pull factors.

According to Baniya & Paudel (2016) stated that pull motivation actually shape the traveller experience and boost their desire to experience a particular destination as it reinforces push factors, hence, it is figured that both push and pull motivation are relating to each other and both create the experience (Dean & Suhartanto, 2019).

1.4 Visit Intention

In a competitive tourism industry, meeting visitor satisfaction can be sufficient for a company's short-term survival, but it won't be good enough for sustained growth and success (Dean & Suhartanto, 2019). For this reason, businesses need to transfer visitors' satisfaction into intention to visit or revisit and loyalty. Luo & Ye (2020); Chi & Phuong (2021) described the visit intention as a combination of tourists' interest and the possibility of visiting a destination in the near future which reflect the expectation of tourists' behaviour and their willingness to visit a certain place and their ability to have an action. According to previous research, they used the "planned behaviour theory" (Chi & Phuong, 2021).

This theory discussed two aspects: first, the attitude of the tourists which is considered the most important key element of behaviour as it is the degree of a person to have a favourable or unfavourable evaluation of the behaviour; as it is a considerable or a large review of a human behaviour, therefore when a person has a positive attitude towards something their behaviour enhances which will affect their intention towards it and second, the perceived behavioural control of tourists, or how they make rational decisions by weighing the benefits and costs of a particular destination and determining that what they receive should outweigh what they sacrifice; as a result, both the attitude and the perceived value of tourists will boost the likelihood that they will intent to visit (Abdullah & Lui, 2018; Sujood *et al.*, 2021; Say *et al.*, 2025).

1.5 Theory Development

1.5.1 Theory of Motivation

The word "motive" is defined by both Oxford and Cambridge dictionaries as the reason for doing something, while the two dictionaries defined the word "motivation" differently as Cambridge defines motivation as the enthusiasm for doing an action, on the other hand, Oxford defines motivation as the reason why people do something or the reason of their behaviours (Acquah *et al.*, 2021).

From the two meanings, researchers defined motivation in two different concepts, firstly, the simple definition which is any internal feeling, energy that direct a behaviour and force an action, secondly, the other definition is not including the behaviour only, yet psychology included many dimensions including cognition, self-concept, emotions, surrounding environment, learning, and social interactions, hence, the second concept or definition is more complex as it is including both internal and external factors (Reeve, 2016; Baumeister, 2016).

There are more theories that are discussed by Alderfer, McClelland and Herzberg, and most of these theories discuss the internal factors that motivate a person and these theories have clear relationship between them (Acquah *et al.*, 2021). However, researchers continue to explore all the theories in order to gain deeper understanding of what drives a person's behaviour (Acquah *et al.*, 2021).

According to tourism, push and pull theory is always used as this theory discusses both possible internal and external factors that motivate the travellers to travel. Push factors are the intrinsic factors that push people to travel while the pull factors are extrinsic and situational factors that motivate a person to travel. Thus, in this research, Push-pull theory is used to measure how both internal and external factors affect travellers' intention to visit a specific destination (Wen & Huang, 2019; Katsikari *et al.*, 2020).

1.5.2 Theory of Planned Behavior

According to the theory of planned behaviour (TPB), travellers' behavioural intention is determined by attitude, subjective norms, and perceived behaviour control. The degree to which a consumer feels positively or negatively about green products is referred to as their attitude. When anticipating the behavioural intentions of consumers, attitude is a critical factor. Research indicates that patrons' attitudes towards green hotels have a beneficial impact on their inclination to visit them (Eid & Shehawy, 2022).

Theory of planned behaviour is basically for understanding the complex human behaviour as it explains the human behaviour and perceive control as they are variables added to the TPB as a new variable that affect the intention and behaviour of consumer, Beliefs about behaviours are what give rise to one's attitudes towards such behaviours, which in turn reveal one's positive or negative judgements of those behaviours (Ajzen, 1991; Yarimoglu & Gunay, 2020; Trivedi *et al.*, 2026).

Similarly, intention was defined as the propensity of customers to select eco- friendly hotels. The theory of planned behaviour is utilized to examine the link between mindset and behaviour in the context of tourist activities. This theory posits that behavioural intention is a reliable predictor of actual behaviour (Santoso, 2019).

It is important to note that while TPB incorporates three core constructs - attitude, subjective norms, and perceived behavioural control - as predictors of behavioural intention, the present study does not empirically test all three. Rather, TPB is employed as a theoretical foundation to frame visit intention as a proximal behavioural outcome, consistent with partial applications of TPB in ecotourism and green hotel research (Yarimoglu & Gunay, 2020; Sujood *et al.*, 2021). The study's empirical focus is on motivational antecedents (push and pull factors) as predictors of that intention, rather than on the full TPB structural model. Future research is encouraged to incorporate the complete set of TPB constructs within the ecolodge context to offer a more comprehensive explanatory framework.

1.6 Relationship between Travellers' Motivation and Visit Intention

Travellers' motivation and visit intention is a complex and interconnected relationship and impact as Junaedi & Harjanto (2020) stated that travellers' motivation plays a paramount role in creating the intention to visit a certain destination. Travellers' motivation has the ability to shape their visit intention as it determines the purpose and the expectations they have for the place they are visiting.

The impact of travellers' motivation on visit intention is essential to be studied as it allows them to work on the motives and target those motives to increase the visitation. For the importance of motivation on increasing the intention, several research confirm the impact of motivation on visit intention (Hosany *et al.*, 2020; Chi & Phuong, 2021). However, some studies failed to support the impact of travellers' motivation on visit intention (Hosany *et al.*, 2020). Due to the conflict between the findings, researchers measure travel motivation using post visit surveys (Hosany *et al.*, 2020; Li *et al.*, 2026).

1.7 Relationship between Push Motivation and Visit Intention

There are several research and studies that confirm the impact of the push motivation on visit intention as they mainly analysed that people travel because they are pushed by their intrinsic motives and want to fulfil it (Joseph & Khanin, 2019; Katsikari *et al.*, 2020).

Using the internal stimuli to affect traveller choices is a crucial in marketing strategies as it is proven that travellers have a huge need for vacation due to the fast life pace as they need to engage with hospitality in order to relieve the stress, boredom and loneliness occur due to life responsibilities (Pesonen *et al.* 2011; Kim & Jang, 2017; Zhao & Kucukusta, 2026).

Various research has discussed different dimensions for motivation hence; each researcher have developed their own list. However, they all concurred that the internal motives are crucial aspects in increasing the intention for travellers to visit a certain destination (Joseph & Khanin, 2019).

1.8 Relationship between Pull Motivation and Visit Intention

Visit intention had been affected widely by the external factors, therefore, the pull marketing factors should be considered wisely when motivating travellers to behave in a specific manner and control their decision by enhancing the result of destination quality and attributes like accessibility, affordability, and attractiveness (Ho *et al.*, 2022).

These days, because by the rise of the internet, people are more likely to visit places, and their intention increases due to the fact that they can read reviews, see how attractive these places are, and follow influencers. In conclusion, when these goals are attained, visitors' intentions grow and their motivation to return to the location becomes stronger, hence, in tourism industry, they always try to improve their attractiveness of the place whether improving the service quality, redesign the place, make their prices competitive and other external factors that may affect travellers' intention (Abdullah & Lui, 2018; Wen & Huang, 2019; Katsikari *et al.*, 2020; Pesonen *et al.* 2011).

From the previous part we can hypothesize the following hypotheses:

H1: There is an impact of travellers' motivation on visit intention.

H1 (a): There is an impact of push motivation on visit intention.

H1 (b): There is an impact of pull motivation on visit intention.

All in all, tourism is one of the major businesses around the world, hence, it becomes a crucial issue to raise awareness all over the countries about being green and eco-friendly and this will be achieved by putting sustainable goals to be followed. One of the most changes that has been recognised recently is building ecolodges that is totally eco-friendly.

Due to the presence of the social media platforms and the bloggers, these types of hotels became trendy and there is a high intention from people to visit these hotels specially that these hotels are built in very attractive places, according to Egypt, there are ecolodges in Siwa which is one of the most fascinating places in Egypt as well as in Fayoum and many other places.

Due to the importance of these hotels in achieving the 2030 sustainable vision, it is important to study the motivation that affect the intention to visit these places and to measure the effectiveness of the travellers' motivation on their visit intention by using the theory of motivation and the theory of planned behaviour that is predicting the behaviour of consumers as it is used to link between the mindset and behaviour of tourist.

The motivation is separated into two dimensions which is also known as push-pull motivation. Push motivation is considered internal motivation such as doing something new, being excited, relaxing from the everyday routine, and any internal motive and it is how the travellers search for hotels that meet their particular criteria as a result of these considerations. On the other hand, the pull motivation is external motivation such as the attractiveness of the place, accessibility, affordability, and the inexpensiveness.

These aspects combine to produce a compelling value offer for the hotel, which in turn attracts travellers and sets it apart from competitors. According to previous articles, both motivations are paramount in increasing the visit intention and there is a strong impact of the motivation on the visit intention thus, hotels exploit both motivations while putting their marketing strategies to fit the preferences which eventually results in increasing travellers' satisfaction that leads to enhancing their intention to visit them or revisit and become a loyal.

2. Exploratory Research

It is a type of research methodology that is conducted when a problem is relatively unexplored, its purpose is to gain insights, generate ideas and gather preliminary information to understand the topic to formulate more specific research (Dash, 2019).

Exploratory research allows researchers to generate insights and ideas by exploring a topic or problem that has limited knowledge about a topic in addition to helping with identifying research questions, depth of understanding because it can provide deeper understanding of the research subject and can be cost and time efficient compared to other large scale intensive studies (Dimagli, 2020).

2.1 Data Collection Methods Used

Qualitative research methods like in-depth interviews provide in-depth knowledge about a topic. Open-ended questions are asked in one-on-one interviews to examine the participants' thoughts, experiences, viewpoints, and opinions (Gupta, 2024; Oranga & Matere, 2023).

In-depth interviews are a method which allow researchers to engage in a structures conversation with one or more participant to gather information, feedback and insights on a specific research question (Jain, 2021). Researchers conducted an in-depth interview with the customers and experts working in environmental quality international (EQI) which is a group of eco-friendly hotels in order to gain more insights into the phenomena studied and to better understand the research problem and to highlight whether negative or positive opinions.

2.2 Sample Characteristics

Researchers made a depth interview with 4 experts; Myriam Neamat-Allah who is working as projects' operations' coordinator in which ensuring that all the departments are running smoothly to ensure the project's success, Giulia Quaroni who is the hospitality coordinator in which plan the programs, approve restaurant menu, rooms presentation and managing visitors' travel and lodging, Zahraa Safwat who is the marketing manager in which manage the marketing campaign of their hotels and Rita Abdel-Messih who is a junior architect in which help in designing the lodges write the building plans and presentation of the materials, all are working in environmental quality international (EQI) which is a group of eco-friendly hotels with different price range; Adrere Amellal, Kenooz Shali Village Lodge and Albabenshal.

Researchers conducted a depth interview with people who are already interested in traveling and exploring new culture and places in their vacations as people who were asked are workaholics or studying still undergraduates, thus, they exploit their vacation traveling to have relaxing time away from the daily routine or daily problems. Researchers asked 18 males and 20 females to be a total of 38 people who are upper than 20 years old, they were within the range of 20 years to 60 years, some of them were undergraduates in level 4 in university and the others hold bachelor's degree or a master's degree.

2.3 Main Findings

2.3.1 Findings of Interview with Consumers

Some people did not know the terminology of Eco-lodge, yet they were aware of what ecofriendly hotels and the concept itself, others did not know the concept itself but after explaining to them the idea of ecolodges they respond according to their imagination to the place. People mentioned that they are willing to try such a new experience, would like to visit a place that is totally different to the traditional hotels they used to visit.

They also claimed that it is not easily to reach as this kind of lodges are not popular in Egypt and there are limited destinations that maintain ecolodges, however, they agreed that visiting such a place is worth it. Most people agreed that the novelty of the place is what could motivate them to visit ecolodge as well as the destination of the ecolodge as they perceive the destination of the ecolodge is a part of the experience and could not be separated from it.

Moreover, they agreed that they would choose ecolodge over basic hotels because of the uniqueness of the experience that is fully living in a healthy environment exploring the beauty of nature that could not be found in basic hotels. Additionally, they agreed that the landscape and the atmosphere of the place would affect the intention to visit ecolodge as they are seeking places that is known by its beauty and different nature that gives them the feeling of relaxation and calm mood.

Also, they found ecolodges is a perfect place to relax and escape from the daily tasks and daily pressure and problems. They also added that they would like to have kind of activities that is related to the culture of the place itself so for example, fishing in Fayoum and hiking in Siwa with other relaxing activities rather than adventurous activities because these types of lodges are made for relaxation.

All people agreed that they are open to interact with different cultures and learn their way of living as they perceive it as a part of the learning process, they also agreed that they would like to eat and wear similar as the place and from this, they agreed that this experience would give them the freedom from their traditions in the way they eat and wear. Overall, they agreed that these lodges should be more promoted and it is kind of experience that adds to their enjoyment and mental health, however, they are expecting the prices to be not that high, or they would not go to it.

2.3.2 Findings of Interview with Experts

Experts emphasised that ecolodges offer a distinctly differentiated experience compared to conventional hotels, grounded in environmental sustainability, cultural authenticity, and personalised hospitality.

Experts mentioned that Eco lodges are highly sustainable and what they offer to consumers is a totally different experience than any other touristic experience as their competitive edge is offering an unforgettable experience to their customers as their focus is being highly healthy to the environment and that helps in offering peace to visitors and helps them get in touch with nature more; from the foods offered there to experiencing a different culture to getting in touch with nature and being present in the moment with no distractions. as they focus that everything is local starting of the food they offer in the hotel as it is important to honor the culture, workers that actually work in the Eco lodge are definitely Siwi as a visitor would feel the authenticity of the place and nature, in addition the hotel guarantee sustainability as the lodge is 100% built from materials healthy to the environment.

They mentioned that external factors known as pull factors motivate visitors to visit as Siwa Eco lodges offer a new whole experience and a niche one that no way would be found anywhere in any other hotel. The fact that what they offer to visitors makes the destination so attractive, the experience they offer to visitors starting of their entrance to the hotel and welcoming guests visitors observe that Eco lodges hospitality is different than other hotels as it is a service you don't get to see anywhere as from the moment they enter the lodge they feel safe as there are workers everywhere to support and help them if they need anything and Siwi people are so welcoming so visitors feel safe in addition to the hotel is widely aware of their guests and what they need for example if there is a family with children, the children are placed beside their parents and for elder people their rooms is in the first floors so guests are treated differently.

These findings align with the push-pull framework, whereby the remote tranquillity and simplicity of ecolodges address travellers' intrinsic needs for escape and relaxation (Said & Maryono, 2018), while the destination's natural beauty, cultural distinctiveness, and service quality serve as powerful pull motivators (Dean & Suhartanto, 2019).

While for the internal factors also known as push motivation highly have a huge impact on customers intention to visit the lodge as the vibe of the Eco lodge helps them to relax as there is not much to do in the lodge as the quietness of the lodge helps visitors enjoy themselves in the place and enjoy the nature, the slow pace and the simplicity as the idea of the lodge that it is remote so at night it is peaceful so the ambiance itself helps people to

relax and enjoy the minimal offerings; the service offered by the lodge is totally different than the basic hotels is that they support the relaxation and making visitors stress free as they tackled a huge aspect in travelling that bring a huge hassle to visitors which is being anxious all the time from finances in the vacation as everything in the lodge is already paid in advance so no need for this kind of stress and they are only concentrated on relaxing; lodges are a perfect getaway for visitors who like to escape the daily routine as from the reasons we get anxious by routine is we get over stimulated from the city as in lodges at night you only have candles and the idea of it is that you get attached to nature.

Visitors would enjoy the refreshment and relaxation in the lodge in addition to the adventurous activities they would enjoy as most of the activities there is related to nature from horseback riding, safari, visiting temples, mountain climbing, visiting the Salt Lake so visitors would enjoy both activities. Visitors would definitely have a whole new experience as the uniqueness of the experience is that you get out of your comfort zone and break down the norm from the usual culture. Inside the lodge you feel free to do whatever you want and visitors would feel so welcomed not only in the lodge but also in the city downtown as people there are so welcoming and friendly.

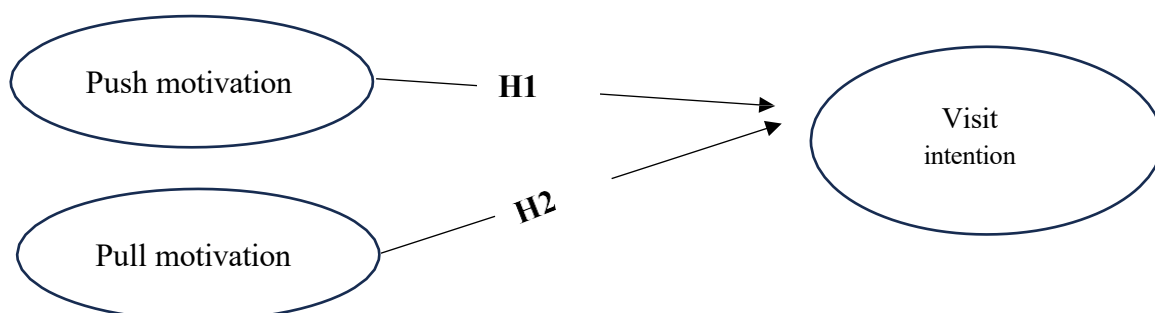
Therefore, customers and experts both agreed that the novelty of the experience and the place is most factor that motivate them to try such a place also, they agreed that this kind of destination create a relaxation mood for the guests that make them break their daily routine and get away from their problems. They also claimed that guests are more likely to try a new culture of the place such as Siwa and they like to try activities related to the place such as fishing in Fayoum and hiking in Siwa.

According to the external factors, they agreed that the place of the lodges is part of the experience and could not be separated as they visit these lodges to have a relaxing ambiance through the lodges and the beauty of the place. Experts are trying to offer variety of prices and special prices for Egyptians to encourage them to change their perception toward these lodges.

3. Proposed Conceptual Model

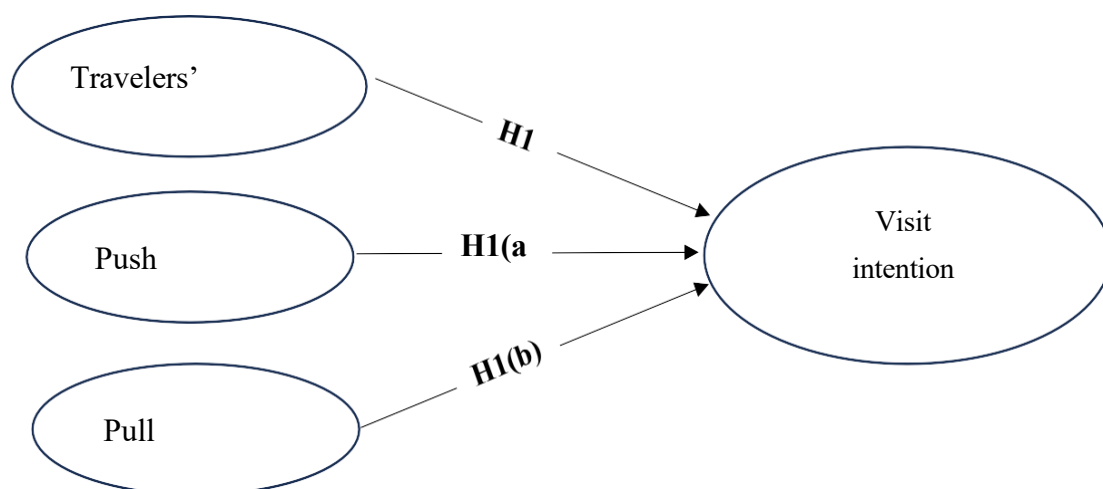
The following figures (1) & (2) demonstrate the first and second levels of the conceptual model as follows:

Figure 1. First level Conceptual Model



Source: Authors' own research.

Figure 2. Second Level Conceptual Model



Source: Authors' own research.

4. Methodology

Research methodology is a study that discusses how the research is conducted and carried out (Garba, 2023). This chapter will discuss the methodology used in the research in detail. However, both qualitative and quantitative approaches are used in order to collect accurate data. The qualitative approach is usually used to understand the concept better by gathering in-depth information through conducting in-depth interviews and focus group, on the other hand, the quantitative approach is expressed in numbers in order to support the theory and it is conducted in surveys, experiments and observations (Creswell *et al.*, 2014; Garba, 2023; Littlewood & Gardner, 2026).

4.1 Research Context

The research is measuring the travellers' motivation on visit intention and the research is applied on the ecolodges as these types of hotels are recently widely spread and it is paramount to raise awareness of ecolodges since they are ecofriendly and sustainable, which is the state's goals to go green and protect the environment. The ecolodges shouldn't be only trendy hotels, it should be part of how the states and people care about the environment and the planet.

The researchers chose the ecolodges as there is lack of awareness, the well-known ecolodges are those expensive ones which made people perceive that all ecolodges are expensive, however, ecolodges are similar to regular hotels, there are variety of prices, hence, awareness is important to make people prefer going to ecolodges rather than regular hotels through raising awareness about what are ecolodges and how these lodges can bring the same values and benefits of regular hotels even more.

4.2 Research Design

The researchers used conclusive descriptive research as it is type in which provide description of the who, what, where, and how not why, hence, the conclusive descriptive research is used for statistical calculations, however, it can't determine the cause of the relationship and affection between the variables (Garba, 2023). The variables used in this research are the push motivation (internal factors) and Pull motivation (external factors) and how they affect the visit intention. The design will describe how the travellers' motivation has an impact on the visit's intention.

4.3 Research Approaches

In the research, qualitative is used through literature review in the previous research that support the theory and it was through exploratory study which was an in-depth interview with open ended and semi-structured questions with the experts working in environmental quality international (EQI) which is a group of ecofriendly hotels, the interview supports the studied phenomena.

Researchers used quantitative approach in order to gain accurate data and how the motivation factors affect the visit intention, hence, researchers used the online and offline questionnaires, and the QR code in order to collect the largest responds possible as more responds will give more accurate information.

4.4 Population and Sampling Techniques

The population of the research are those who are aware of the ecolodges in Egypt whether they visited or just aware of it, the population was easy to find as people recently are aware with the idea of the eco-friendly hotels and it is popular recently in Egypt and even in worldwide, people get to know the ecolodges from the social media influencers and bloggers that visit those places which make people have the intention to visit those type of hotels. The techniques used in the research is non probability convenient sampling which is the most common type as it doesn't need to select participants based on specific criteria, instead, researchers select randomly participants who are aware of the ecolodges. The samples are selected from anywhere and anytime and they are all possibilities to be part of the research, thus, it is also called the availability sampling (Garba, 2023).

4.5 Sample Size

Sample size is a part of the chosen population for the research; there is a sample size formula which is formulated by Cochran (1963). The sample size for the research is 228. Of the 228 questionnaires collected, 7 were excluded due to incomplete responses or straight-lining patterns, yielding 221 valid responses used in the SPSS-based descriptive and frequency analyses (Tables 1- 4). For the PLS-SEM analysis conducted in SmartPLS 3, a further 14 cases were removed through listwise deletion due to missing values on indicator variables, resulting in a final analytical sample of 207 respondents (Table 12). This sequential data screening procedure is consistent with recommended practices in PLS-SEM research (Hair *et al.*, 2019).

4.6 Pilot Testing

Pilot testing is conducted to test the questionnaire with small number of the participants before it is distributed in order to check any defaults, in this research, researcher conducted a pilot testing among 20 participants and there was only one change in the statements. The statement “I would like to go to ecolodges to relax physically” was cancelled as this question is quite similar to the statement “I would like to go to the ecolodges to reduce the tension”.

4.7 Data Collection Process

The questionnaire was distributed offline and online. Researchers distributed the questionnaire offline in MSA university through QR code and online through links in social media platforms; Facebook, Instagram and WhatsApp to friends and family. see Supplementary File 1 for the full questionnaire.

4.8 Data Analysis Techniques

The data analysis techniques used in the research were; SPSS 2 for descriptive statistics and SMRT pls 3 for inferential statistics.

5. Results

5.1 Hypotheses Testing and Analysis

Frequency Table for Demographics

Table 1. Frequency table for demographics in the sample

Variable	Categories	Frequency	Percentage
Gender	Female	143	64.7%
	Male	78	35.3%
Age	18-25	143	64.7%
	25-35	48	21.7%
	35-45	14	6.3%
	45 +	16	7.2%
Education	Bachelor or equivalent	160	72.4%
	High school or equivalent	38	17.2%
	Postgraduate or equivalent	23	10.4%
Occupation	Business owner	26	11.8%
	Private sector	26	11.8%
	Public sector	32	14.5%
	Retired	5	2.3%
	Unemployed	132	59.7%

Source: SPSS Output.

As shown in Table 1 the majority of the sample are females (143). It is noticeable that 64.7% of the sample were aged between 18 and 25 (106). Regarding the educational background, the majority had a bachelor's degree (160) representing around 72.4% of the sample, followed by those who finished their high school (38) then those who had postgraduate studies (23). Around 59.7% of the sample are unemployed (132), followed by 14.5% of the sample are in the public sector (32), followed by 11.8% each of business owners and private sector, each are (26), then 2.3% of the sample are retired (5).

Frequency Table for Internal Factors in the Sample

Table 2. Frequency table for Internal Factors in the sample

Variables	Measure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I would like to go to ecolodges to get away from everyday routine and crowd	Count	8	12	26	63	112	4.17	1.069
	Percent	3.6%	5.4%	11.8%	28.5%	50.7%		
I would like to go to ecolodges to reduce the tension.	Count	8	15	20	72	106	4.14	1.073
	Percent	3.6%	6.8%	9%	32.6%	48%		

Ec lodges bring unique experience.	Count	8	14	24	63	112	4.16	1.083
	Percent	3.6%	6.3%	10.9%	28.5%	50.7%		
I would enjoy the entertainment activities in the ecolodges as I try new things such as Bedouin nights.	Count	9	16	39	71	86	3.95	1.106
	Percent	4.1%	7.2%	17.6%	32.1%	38.9%		
Ec lodges atmosphere gives a calm vibe due to using candles and fire torch instead of electricity.	Count	10	18	28	74	91	3.99	1.130
	Percent	4.5%	8.1%	12.7%	33.5%	41.2%		

Source: SPSS Output.

According to Table 2, that is representative of push motivation, as the majority of the respondents strongly agree with the statements. However, the highest means was 4.17 which is the mean for statement number 1 and this indicates that the travellers would like to go to ecolodges to get away from everyday routine. Moreover, the standard deviation is low which indicates that the sample is representative and homogenous.

Frequency Table for External Factors in the Sample

Table 3. Frequency table for External Factors in the sample

Variables	Measure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I think that the staff in the ecolodges are Friendly	Count	13	14	64	81	49	3.63	1.078
	Percent	5.9%	6.3%	29%	36.7%	22.2%		
Ec lodges have beautiful landscapes like lakes/ rivers/ seas/mountains	Count	13	9	6	66	127	4.29	1.103
	Percent	5.9%	4.1%	2.7%	29.9%	57.5%		
I believe ecolodges are safe to stay at.	Count	14	28	73	64	42	3.42	1.124
	Percent	6.3%	12.7%	33%	29%	19%		
I think I can experience different culture in the ecolodges.	Count	13	12	21	98	77	3.97	1.093
	Percent	5.9%	5.4%	9.5%	44.3%	34.8%		
I think that there are available transportations that can help me reach the ecolodges easily	Count	21	31	65	62	42	3.91	1.075
	Percent	9.5%	14%	29.4%	28.1%	19%		

Source: SPSS Output.

According to Table 3 that is representative of pull motivation, as the majority of the respondents agree with the statements. However, the highest mean was 4.29 which is the mean for statement number 2 which indicates that the ecolodges have beautiful landscapes. Moreover, the standard deviation is low which indicates that the sample is representative and homogenous.

Frequency table for Visit Intention in the Sample

Table 4. Frequency table for Visit Intention in the sample

Variables	Measure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
The affordability of the ecolodges' price would increase my intention to visit them	Count	9	11	43	81	77	3.33	1.208
	Percent	4.1%	5%	19.5%	36.7%	34.8%		

I would suggest the ecolodges to my friends and family.	Count	8	8	29	94	82	3.93	1.053
	Percent	3.6%	3.6%	13.1%	42.5%	37.1%		
I am willing to visit ecolodges in the future.	Count	9	5	24	80	103	4.06	0.987
	Percent	4.1%	2.3%	10.9%	36.2%	46.6%		
My intention of visiting ecolodges is high.	Count	8	11	35	77	90	4.19	1.000
	Percent	3.6%	5%	15.8%	34.8%	40.7%		
When I am thinking about vacation, Ecolodges would come to mind immediately	Count	13	25	70	54	59	4.04	1.046
	Percent	5.9%	11.3%	31.7%	24.4%	26.7%		

Source: SPSS Output.

According to Table 4, that is representative of visit intention, as the majority of the respondents agree with the statements. However, the highest mean was 4.19 which is the mean for statement number 4 which indicates that travellers' have high intention to visit ecolodges. The second highest mean was 4.06 which is the mean for statement 3 which indicates that travellers are willing to visit ecolodges in the future, then the mean that comes after is 4.04 which is the mean for statement 5 which indicates that travellers would think about ecolodges when they think about vacation. Targeting females who value modesty and elegance Moreover, the standard deviation is low which indicates that the sample is representative and homogenous.

First Level Analysis

Reliability and Validity Analysis for the Statements

Table 5. Reliability and Validity analysis for the statements

	Items	Loadings	Outer VIF	CA	CR	AVE
Travel motivation	EF1	0.868	4.360	0.946	0.954	0.652
	EF2	0.754	2.708			
	EF3	0.855	3.902			
	EF4	0.851	3.721			
	EF5	0.660	2.407			
	EF6	0.803	2.849			
	IF1	0.801	3.142			
	IF2	0.819	3.840			
	IF3	0.838	3.618			
	IF4	0.803	5.541			
Visit Intention	IF5	0.812	5.154	0.904	0.929	0.725
	VI1	0.882	3.786			
	VI2	0.894	3.024			
	VI3	0.911	4.630			
	VI4	0.792	1.982			
	VI5	0.771	1.975			

Source: SPSS Output.

Upon evaluating the dependability of the dimensions, it was discovered that all measures of Cronbach's alpha exceeded 0.7 as indicated in Table 5 (Taber, 2018), indicating a high level of internal consistency. In contrast, all dimensions demonstrated a composite reliability above 0.7 and an average variance extracted above 0.5 (Sahoo, 2019), confirming their validity.

Fornell Larker Criterion for Discriminant Validity Analysis

Table 6. Fornell Larker Criterion for discriminant validity analysis

	Travel motivation	Visit Intention
Travel motivation	0.808	
Visit Intention	0.802	0.852

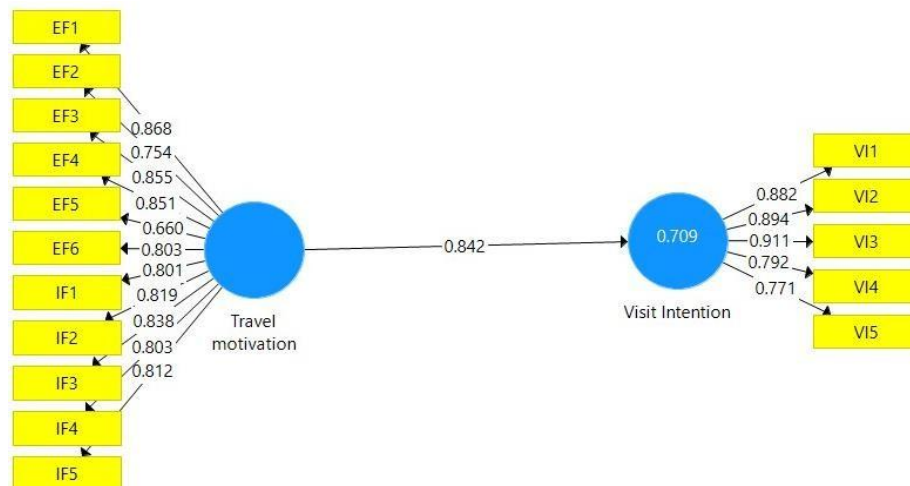
Source: SPSS Output.

Given that the Variance Inflation Factors (VIFs) are below ten, it can be inferred that multicollinearity does not pose a problem in the model (Shrestha, 2020). Furthermore, all item loadings surpassed 0.6, underscoring the significance of the statements (Hoque *et al.*, 2016).

For travel motivation, the square root of the AVE is 0.808, which is greater than its correlations with visit intention (0.802). For visit intention, the square root of the AVE is 0.852 which is greater than the correlation measure, therefore, based on table (6) the Fornell-Larcker criterion, your model demonstrates good discriminant validity.

Structural Equation Model of the Phenomenon

Figure 3. Structural Equation Model of the phenomenon SmartPLS 3 Output.



The model in Figure 3 shows the relationships between two latent variables: Travel motivation and visit intention. Each of these latent variables is measured by several observed variables (indicators), represented as sub-elements in the graph each had loading higher than 0.6.

Path Coefficients for the Phenomenon

Table 7. Path coefficients for the phenomenon

	Original Sample	Standard Deviation	T Statistics	P Values
Travel motivation -> Visit Intention	0.842	0.029	29.001	0.000

Source: SPSS Output.

Table 7 indicates that at 99% confidence level, travel motivation had positive significant impact on visit intention.

Model Evaluation Metrics

Table 8. Model evaluation metrics

	SSO	SSE	Q2	R Square	R Square Adjusted
Visit Intention	1105	545.568	0.506	0.709	0.708

SRMR: 0.080, d_ULS: 0.881, d_G: 0.571, Chi-Square: 725.260, NFI: 0.787

Source: SPSS Output.

Table 8 shows that the R Square for visit intention is 0.709, indicating that 70% of the variability in visit intention can be explained by the model. Q² is a measure of the model's predictive relevance. A Q² value greater than zero indicates the model has predictive relevance, while a value less than zero indicates it does not. The Q² value for visit intention is 0.506, indicating the model has predictive relevance for this construct (Pangesti *et al.*, 2016). SRMR is a goodness of fit measure. Values close to zero are generally considered good. The model has an SRMR of 0.080, which is considered good for the model (Taasobshirazi & Wang, 2016).

5.2 Second Level Analysis

To conduct second level analysis, first the travel motivation should be further investigating. It was believed to be divided into factors; therefore, exploratory factor analysis was applied on travel motivation.

Exploratory Factor Analysis

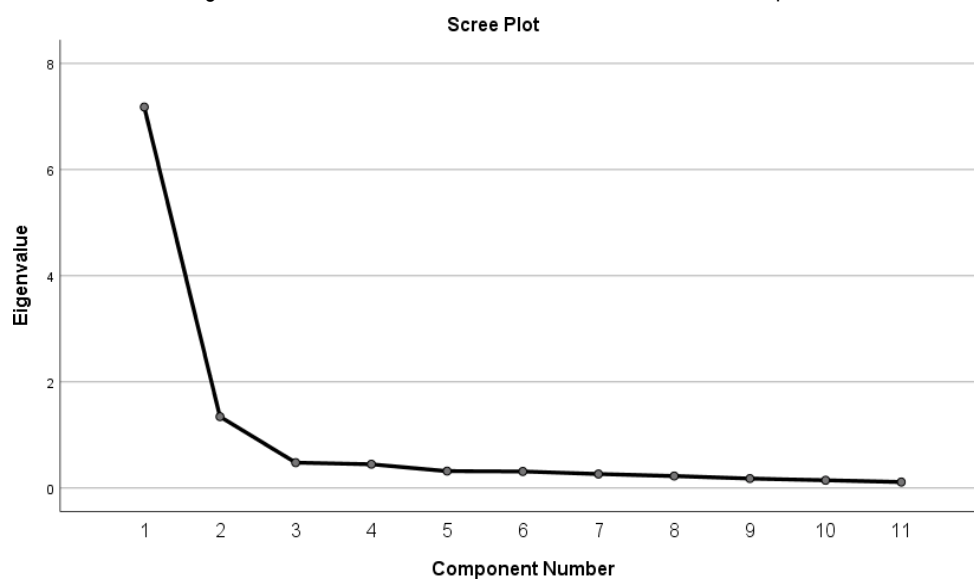
Table 9. Eigen Values cumulative percentages

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	7.178	65.257	65.257	7.178	65.257
2	1.344	12.221	77.478	1.344	12.221

Source: SPSS Output.

The screen plot Figure 4 accompanied with Table 9 shows that two factors is the optimal number of factors describing around 77.48% of variance. Regarding scree plot, the elbow is shown at three, which shows how two factors is optimal number.

Figure 4. Scree Plot for the Travel motivation SmartPLS 3 Output.



Observing the rotated component matrix using Varimax, it is noticed that statements were divided into two factors; namely the internal factors and external factors. The factors can be further explained using Table 10.

Table 10. Rotated Component Matrix using Varimax

Rotated Component Matrix		
	Component	
	1	2
I would like to go to ecolodges to get away from everyday routine and crowd.	0.883	0.247
I would like to go to ecolodges to reduce the tension.	0.902	0.214
Ecolodges bring unique experience.	0.840	0.303
I would enjoy the entertainment activities in the ecolodges as I try new things such as Bedouin nights.	0.731	0.442
Ecolodges atmosphere gives a calm vibe due to using candles and fire torch instead of electricity.	0.812	0.305
I think that the staff in the ecolodges are friendly.	0.369	0.778
Ecolodges have beautiful landscapes like lakes /rivers /seas /mountains.	0.644	0.686
I believe ecolodges are safe to stay at.	0.294	0.787
I think I can experience different cultures in the ecolodges.	0.466	0.753
I think I have the opportunity to try traditional local food in ecolodges.	0.475	0.739
I think that there is available transportation that can help me reach the ecolodges easily.	0.076	0.882

Source: SPSS Output.

Confirmatory Factor Analysis

Table 11. Reliability and Validity analysis for the statements

	Items	Loadings	Outer VIF	CA	CR	AVE
PULL Factors	EF1	0.848	3.133	0.923	0.940	0.724
	EF2	0.824	2.415			
	EF3	0.893	3.611			
	EF4	0.889	3.608			
	EF5	0.784	2.173			
	EF6	0.862	2.760			
PUSH Factors	IF1	0.882	3.016	0.936	0.951	0.797
	IF2	0.892	3.222			
	IF3	0.875	2.869			
	IF4	0.909	5.245			
	IF5	0.904	4.948			
Visit Intention	VI1	0.881	3.786	0.904	0.929	0.725
	VI2	0.893	3.024			
	VI3	0.911	4.630			
	VI4	0.791	1.982			
	VI5	0.773	1.975			

Source: SPSS Output.

Upon evaluating the dependability of the dimensions, it was discovered that all measures of Cronbach's alpha exceeded 0.7 as shown in Table 11 (Taber, 2018), indicating a high level of internal consistency. In contrast, all dimensions demonstrated a composite reliability above 0.7 and an average variance extracted above 0.5 (Sahoo, 2019), confirming their validity. Given that the Variance Inflation Factors (VIFs) are below ten, it can be inferred that multicollinearity does not pose a problem in the model (Shrestha, 2020). Furthermore, all item loadings surpassed 0.6, underscoring the significance of the statements (Hoque *et al.*, 2016).

Table 12. Fornell Larcker Criterion for discriminant validity analysis

	PULL Factors	PUSH Factors	Visit Intention
PULL Factors	0.851		
PUSH Factors	0.723	0.893	
Visit Intention	0.816	0.741	0.852

Source: Calculations based on sample of 207 respondents using SmartPLS

Table 12 shows that for pull factors, the square root of the AVE is 0.851, which is greater than its correlations with push factors (0.723) and visit intention (0.816). This indicates good discriminant validity for this construct. For the push factors, the square root of the AVE is 0.893, which is greater than the visit intention. This indicates good discriminant validity for this construct. Therefore, based on the Fornell-Larcker criterion, your model demonstrates good discriminant validity.

Structural Equation Modelling

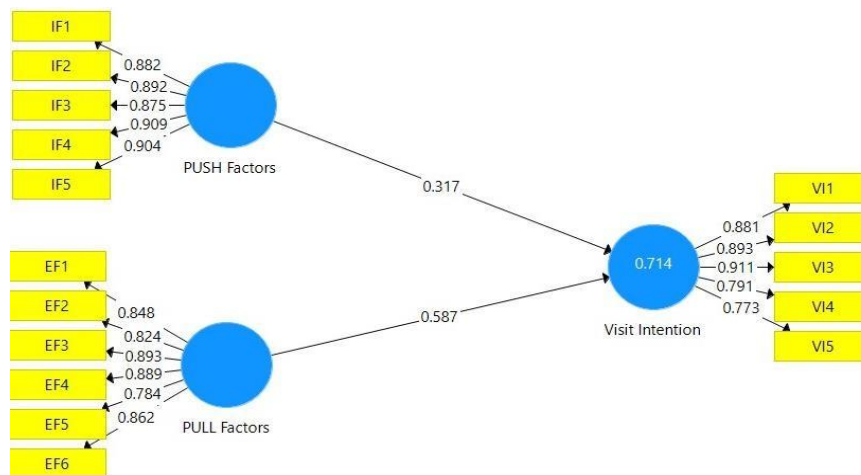
The model in Figure 5 shows the relationships between three latent variables: travel motivation. Each of these latent variables is measured by several observed variables (indicators), represented as sub-elements in the graph each had loading higher than 0.6.

Table 13. Path coefficients for the phenomenon

	Original Sample	Standard Deviation	T Statistics	P Values
PULL Factors -> Visit Intention	0.587	0.094	6.224	0.000
PUSH Factors -> Visit Intention	0.317	0.093	3.416	0.001

Source: SPSS Output.

Figure 5. Structural Equation Model of the phenomenon SmartPLS 3 Output.



At 99% confidence level, push and pull factors had positive significant impact on visit intention as shown in Table 13.

Model Evaluation

Table 14. Model evaluation metrics

	SSO	SSE	Q2	R Square	R Square Adjusted
Visit Intention	1105	542.842	0.509	0.714	0.711

SRMR: 0.069, d_ULS: 0.646, d_G: 0.372, Chi-Square: 493.190, NFI: 0.855

Source: SPSS Output.

Table 14 shows the R Square for visit intention is 0.714, indicating that 71.4% of the variability in visit intention can be explained by the model. Q^2 is a measure of the model's predictive relevance. A Q^2 value greater than zero indicates the model has predictive relevance, while a value less than zero indicates it does not. The Q^2 value for visit intention is 0.509, indicating the model has predictive relevance for this construct (Pangesti *et al.*, 2016). SRMR is a goodness of fit measure. Values close to zero are generally considered good. The model has an SRMR of 0.069, which is considered good for the model (Taasobshirazi & Wang, 2016).

6. Discussion

The table of discussions presented here provides a comprehensive overview of the findings and key insights derived from a study centred around ecolodges and how the traveller's motivation has an impact on the traveller's intention.

In this study, the theory of planned behaviours and the theory of motivation were employed in order to measure the effectiveness of motivation like push and pull motivation on travellers' intention to visit. By examining the impact of both push motivation (internal factors) and pull motivation (external factors) on travellers' intentions, the study aimed to shed light on the crucial role that these motivations play in shaping the decision-making process of prospective visitors.

Table 15 shows the discussion of the results as follows:

Table 15. Table of Discussion

Hypotheses	Definitions	Research Findings	Discussion of Findings
H1 (a) The impact of push motivation (internal) and visit intention.	Push motivation: Push motivation factors are related to cognitive process and socio-psychological motivations that drive people to travel (Wen & Huang, 2019).	Upon reviewing the statistics, it appeared to the researchers that the push motivations which are the internal factors have an impact on the visit intention of the travellers.	Ecolodges, which are environmentally friendly accommodations located in attractive places like Siwa and Fayoum, have been studied to understand how a traveler's motivation influences their intention to visit these places. The theory of planned behaviour and the theory of motivation were used to measure the effectiveness of motivation on intention. Travel motivation is force originating from a need not yet satisfied, this motivation is a major factor of

	Visit intention: the willingness or inclination of an individual to travel to a particular destination or visit a specific place (Verma & Chandra, 2018).		traveler's behaviour and the motivation will be satisfied by visiting and experiencing an attractive destination while the visit intention is the willingness or inclination of an individual to travel to a particular destination or visit a specific place as the travel motivation has a huge impact on visit intention and they have an interconnected impact as the traveler motivation create a paramount role in creating an intention to visit and motivation has the ability to shape the visit intention of the traveler as both of them are proven to have parallel change and they affect each other's. travel motivation is divided into Push motivation, which is internal, and pull motivation, which is external, were found to have a strong impact on traveler intention to visit. Push and pull motivation are treated as separate variables, as the results demonstrate that each exerts a distinct and statistically significant effect on visit intention, with pull motivation ($\beta = 0.587$, $p < 0.001$) emerging as the stronger predictor compared to push motivation ($\beta = 0.317$, $p = 0.001$), consistent with the prominence of destination attributes in ecolodge selection (Dean & Suhartanto, 2019). Therefore, hotels need to consider both types of motivation in their marketing strategies to increase intention and traveler satisfaction.
H1 (b) The impact of pull motivation (external) and visit intention.	Pull motivation: pull factors as a crucial aspect for visitors such as destination attractiveness whether the landscape appeal and the nature or the hospitality of the place and feeling welcomed (Luvsandavaajav & Narantuya, 2021).	Upon reviewing the statistics, it appeared to the researchers that the pull motivations which are the external factors have an impact on the visit intention of the travellers.	In the exploratory research it is found that some customer might not be aware of the term ecolodges or the idea of eco-friendly hotels but customers are interested in trying this as a new experience to connect with nature, travellers are drawn to novelty of the experience, unique location and the change to escape daily routine and connect with nature in addition to trying activities related to local culture is appealing to travellers as it found some challenged that people have limited awareness of ecolodges and their location in Egypt also process may be considered a barrier to Egyptian travellers but expert are trying to make variety of prices to fir the Egyptian tourists. Experts at EQI emphasize the unique immersion and environmentally friendly practices to create a peaceful and relaxing atmosphere as they believe their focus on sustainability and cultural authenticity differentiates them from traditional hotels. Finally, both travellers and experts see a potential of ecolodges in Egypt to succeed but raising awareness on ecolodges is a must and potentially offer more affordable options to attract wider customer base. Although previous research treated push and pull motivations as a single factor, further analysis that we applied revealed that they are distinct variables with different effects on travellers' intention. Pushing motivation alone has an effect on intention, while pull motivation alone has a separate effect on intention.

			In conclusion, the study found that push and pull motivations are separate variables that have different impacts on the intention to visit. Both types of motivation influence the traveler's intention.
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Source: Authors' own research.

Conclusions and Further Research

In conclusion, the study on ecolodges and traveler motivation revealed that both push and pull motivations play a crucial role in influencing the intention of travellers to visit these environmentally friendly accommodations in attractive locations such as Siwa and Fayoum. Push motivation, which represents internal factors, and pull motivation, which represents external factors, were found to strongly impact traveler intention.

The findings highlight the importance for hotels to consider both types of motivation in their marketing strategies to enhance intention and increase traveler satisfaction, in order to address perceptions and encourage a broader audience, experts are actively exploring diverse pricing options, including special rates for Egyptians.

Additionally, the study demonstrated that push and pull motivations should be treated as separate variables, as they exert distinct effects on visit intention. Empirically, pull motivation ($\beta = 0.587$) demonstrated a stronger influence than push motivation ($\beta = 0.317$), suggesting that external destination attributes play a more decisive role in ecolodge visit decisions in the Egyptian context. Push and pull motivations differ in origin: push motivation arises from internal psychological needs, while pull motivation stems from the perceived attractiveness of the destination and its attributes. Accordingly, marketing strategies should priorities the enhancement of destination characteristics - such as landscape, cultural authenticity, sustainability practices, and hospitality - while also addressing travellers' intrinsic needs for escape, novelty, and relaxation.

The findings proven that what motivated people to visit ecolodges is that it is an eco-friendly tourist destination and researchers divided the motivations into push and pull categories and it is found that both influence a person's decision to visit ecolodges. Travellers actively search for hotels that meet their specific criteria based on the push and pull motivation factors as these factors combine to create a compelling value proposition for ecolodges, attracting travellers and differentiating from competitors.

Previous studies show that push and pull motivation plays a crucial role in increasing the intention to visit to the traveler and there is a strong interrelation between the traveler motivation and visit intention as hotels have to leverage both motivations when deigning their marketing strategies to align to traveler preferences as this ultimately enhances traveler satisfaction leading to increase intention to visit or revisit ecolodges and foster loyalty among travellers.

Overall, the research emphasizes that push and pull motivations are distinct factors that have varying influences on the intention to visit ecolodges. It underscores the significance of considering both types of motivation to effectively attract and satisfy travellers.

Recommendation and Managerial Implications

- WTO and ministry of tourism all over the world could enhance the knowledge and create awareness of potential customers about the benefits of staying in ecolodges and raise awareness on the positive environmental impact on choosing eco-friendly accommodations and importance of supporting sustainable tourism.
- Ecolodges in all countries should have huge advertising campaigns and highlight USPs in order to raise awareness and increase visibility about ecolodges.
- Ecolodges could partnership with local communities to offer authentic cultural experiences for guests. This could be by offering cooking classes, traditional craft workshops or guided tours led by local experts.
- According to the findings, the aspect of transportation has the highest concern to travellers, hence, ecolodges should provide buses and transportation.
- According the two external factors, travellers agreed that ecolodges reduce the tension, hence, ecolodges could offer yoga and meditation sessions by professional instructors.
- Ecolodges could offer interactive workshops for visitors in order to participate in sustainable activities to connect with nature and give them lectures on local wildlife.

Suggestions for Further Research

- It is recommended for further research to measure the travellers' motivation as two separate variables; push and pull factors; each factor has an independent impact on the visit intention.

- It is recommended for further research to study the phenomena of the impact of travellers' motivation on visit intention applied on ecolodges in Egypt; MENA region and European countries as most of the previous research applied on African countries.

Research Limitations

- The research on ecolodges is limited, as ecolodges are included as part of studies discussing sustainability in general.

Declarations

Authors would also wish to draw attention to the fact that our research is minimal-risk, non-interventional, and absolutely compliant with international and national ethical standards. To make it explicit:

1. Nature of Study
 - The study never dealt with patient records, clinical data, sensitive or personal information, or biological samples.
 - It dealt only with Travelers and their motivation on visit intentions to ecolodges.
 - Only studies that include patient data, images, or identifiable information should obtain the IRB approval according to the Declaration of Helsinki (2013). Our study does not fall in any of these categories.
 2. Ethical Standards and Legal Frameworks
 - Authors have adhered to the Declaration of Helsinki (World Medical Association, 1975; revised in 2013), Articles 22 and 26 on informed consent.
 - Electronically informed consent was secured before filling out questionnaires and spoken consent before interviews.
 3. Risk–Benefit Principle and Voluntary Participation
 - The study posed no risk to the participants; it was anonymous, perception-based, and non-clinical.
 - All volunteers were free to withdraw at any time without any penalty.
 4. Consent and Confidentiality
 - Informed consent was explained clearly and was acquired electronically (for questionnaires) and verbally (for interviews).
 - No identifying data were gathered; all data were anonymized and stored securely.
 5. Ethical Transparency in the Manuscript
 - The manuscript clearly states that the study was conducted according to the Declaration of Helsinki (2013), which guaranteed voluntary participation, confidentiality, and ethical transparency.
- For this reason, we do not need any ethics committee/IRB to approve the study.

Ethics Approval Declaration

- This research complies with the Declaration of Helsinki (2013) and Egyptian Research Ethics Committees and national ethical practices (e.g., Egyptian Network of Research Ethics Committees; Sleem *et al.*, 2010).
- The study involves no patient data or clinical interventions.
- Participation is voluntary and you may withdraw at any time without penalty.
- No personal identifiers will be collected. All responses will be anonymized and used solely for academic purposes.

Ethics approval and consent to participate: Informed consent was obtained from all participants prior to their participation in the study. Participants were informed of the voluntary nature of the study and that their responses would remain anonymous and confidential.

This study was conducted in accordance with the Declaration of Helsinki (2013). As the study involved an anonymous, voluntary, minimal-risk online survey of adult participants with no collection of sensitive personal data, clinical information, or biological samples, Formal ethics committee review was deemed unnecessary under Egyptian national research regulations, in accordance with the guidelines of the Research Ethics Committee at October University for Modern Sciences and Arts (MSA University), Giza, Egypt. Informed consent was obtained electronically from all questionnaire respondents via a consent statement at the beginning of the survey, and verbally from all interview participants prior to the interview.

Declaration of Competing Interest: The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies: The authors declare that they have not used

generative AI and AI-assisted technologies during the preparation of this work.

Authors' contributions: Y.T., S.M. and N.M. have scrutinized the literature and formulated the research gap. In addition, they wrote down the literature review. Y.T. and F.A. formulated the methodical framework of this study to achieve the desired objectives. They selected the sample size from the available population, and designed, together the data collection instrument and suggested the method of data analysis. F.A., Y.T., S.M. and N.M., have presented the discussion of results. The discussion of different data collected is presented in the results.

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Appendix**Questions for Experts and Customer****Experts' Questions**

- 1) What do you provide to make your guests enjoying their accommodation?
- 2) What are the services you provide to make people spend time away from the daily routine and problems?
- 3) How can you provide relaxation ambiance for your guests?
- 4) How can the hotel deliver the novelty of the ecolodges for the guests?
- 5) What kind of activities the hotel provides aside of their services to create adventurous experience?
- 6) How can the hotel provide a freedom experience and help them find a meaning to their life by breaking down traditional thoughts?
- 7) Does the attractiveness of the destination affect the travellers' motivation to visit the ecolodges? How?
- 8) How can the hospitality of the hotel create unique experience for the guests?
- 9) How can the guests interact with different culture of the place?
- 10) How can you put your prices to be competing with the other ecolodges?

Customers' Questions

- 1) Are you interested to discover new things? What do you know about ecolodges or your perception towards it?
- 2) Do you find it easy to reach ecolodges places in Egypt? How do you find them at which platforms?
- 3) What do you depend on or motivate you the most while deciding to visit ecolodge?
- 4) Why do you decide to visit ecolodges instead of basic hotels?
- 5) What triggers you the most when choosing ecolodges hotels? (nature, atmosphere, landscape)
- 6) Do you prefer to visit ecolodges when feeling stressed or pressured? Why?
- 7) What activities that encourage you to visit ecolodges? Or what activities you want to do in the ecolodges hotels?
- 8) At what point you would reach the highest levels of stress/daily routine to get pushed to try new activities and discover new destination?
- 9) How much important is it for you to discover new cultures? And how do you interact with it?
- 10) Do you have a specific budget in mind when it comes to eco-friendly hotels?
- 11) Do you specifically seek out or come upon eco-friendly hotels that provide a restful and peaceful environment for relaxation?
- 12) Do you find that visiting ecolodges enhance the travel experience and add to your enjoyment?
- 13) Does visiting ecolodges give you freedom from your traditions?